

WHAT IS CLAIMED IS:

1. For use with a computer network, a media and
advertisement player, comprising:

a media player that receives media from a remote system via
said computer network and plays said media in response to customer
requests;

an advertisement player that receives advertisements and a
corresponding advertising schedule from said remote system via said
computer network and plays said advertisements according to said
advertising schedule; and

a tracking subsystem that generates as-run logs containing
records of a playing of said media and said advertisements and
transmits said as-run logs to said remote system via said computer
network.

2. The player as recited in Claim 1 further comprising a
display that presents a graphical user interface.

3. The player as recited in Claim 2 wherein said graphical
user interface has a skin that is received from said remote system
via said computer network.

4. The player as recited in Claim 2 wherein said display is

2 touch-sensitive.

5. The player as recited in Claim 1 wherein said advertising
2 schedule is dependent upon plays of said media.

6. The player as recited in Claim 1 further comprising a
2 personal computer, said media and said advertisements being stored
3 on a hard disk drive of said personal computer.

7. The player as recited in Claim 1 wherein said computer
network is the Internet.

8. A method of manufacturing a media and advertisement
player, comprising:

providing a media player subsystem that receives media from a
remote system via said computer network and plays said media in
response to customer requests;

providing an advertisement player subsystem that receives
advertisements and a corresponding advertising schedule from said
remote system via said computer network and plays said
advertisements according to said advertising schedule; and

providing a tracking subsystem that generates as-run logs
containing records of a playing of said media and said
advertisements and transmits said as-run logs to said remote system
via said computer network.

9. The method as recited in Claim 8 wherein said media
player subsystem and said advertisement player subsystem employ a
display that presents a graphical user interface.

10. The method as recited in Claim 9 wherein said graphical
user interface has a skin that is received from said remote system
via said computer network.

11. The method as recited in Claim 9 wherein said display is
touch-sensitive.

12. The method as recited in Claim 8 wherein said advertising
2 schedule is dependent upon plays of said media.

13. The method as recited in Claim 8 further comprising
2 providing a personal computer, said media and said advertisements
3 being storable on a hard disk drive of said personal computer.

14. The method as recited in Claim 8 wherein said computer
2 network is the Internet.

15. For use with a computer network, a method of playing
media and advertisements and reporting the playing of the media and
advertisements to a remote system, comprising:

receiving media from a remote system via a computer network;
receiving advertisements and a corresponding advertising
schedule from said remote system via said computer network;

playing said media in response to customer requests;

playing said advertisements according to said advertising
schedule;

generating as-run logs containing records of a playing of said
media and said advertisements; and

transmitting said as-run logs to said remote system via a
computer network.

16. The method as recited in Claim 15 wherein said customer
requests are received via a graphical user interface on a display.

17. The method as recited in Claim 16 wherein said graphical
user interface has a skin, said method further comprising receiving
said skin from said remote system via a computer network.

18. The method as recited in Claim 16 wherein said display is
touch-sensitive.

19. The method as recited in Claim 15 wherein said
2 advertising schedule is dependent upon plays of said media.

20. The method as recited in Claim 15 further comprising
2 storing said media and said advertisements on a hard disk drive of
3 a personal computer.

21. The method as recited in Claim 15 wherein said computer
2 network is the Internet.

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"root" password